

Our Mission

The Mission of the Milford Prevention Council is to reduce underage drinking and substance abuse through prevention education, the support of law enforcement and the strengthening of our community collaboration.

The Milford Prevention Council (MPC) is a coalition of school staff and administrators, parents, law enforcement, health professionals, community members, and youth dedicated to creating an environment where Milford youth will choose to remain alcohol and drug-free. MPC serves Milford CT, a town of about 54,000 residents, where children and youth age 17 and under make up 23% of the population.

MPC applied for and received grant funding from the Connecticut Department of Mental Health and Addiction Services (DMHAS) in 2010. In addition, in 2010, MPC was also able to secure a Drug-free Communities grant that has provided additional support for the overall goals and objectives of the Coalition.

After performing a community needs assessment, MPC determined that the following risk factors were most significant in Milford:

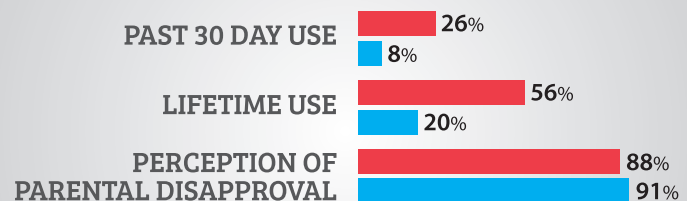
- Retail Availability—youth reported that it was easy to obtain alcohol from local retailers
- Family Norms that Accept/Encourage Underage Drinking—youth reported that parents were not delivering a clear message that drinking is risky and unacceptable
- Low Enforcement—youth reported that liquor laws were not enforced, and they did not fear the legal consequences of drinking

MPC has evaluated the effectiveness of its efforts through qualitative and quantitative methods. With the support of the Milford Public Schools, MPC has collected extensive survey data on the attitudes and behaviors of students in grades 7-12, as well as their parents. By comparing survey results from 2009, and 2011-2013, MPC can benchmark our progress in changing both the attitudes and behaviors around underage drinking in Milford.

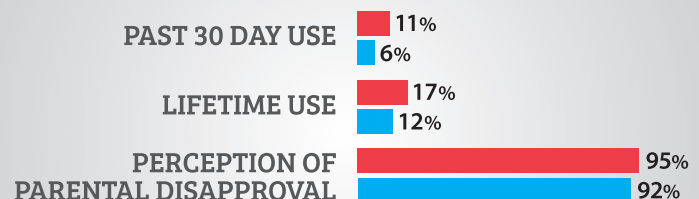
Best Practices Initiative Middle & High School Students

2009 2013

ALCOHOL



MARIJUANA



Source: Search Institute Survey, Profiles of Student Life: Attitudes and Behaviors, 2009 & Milford Youth Survey, 2011 and 2013

Our Efforts

MAKE HEALTHY CHOICES...

STAY IN THE GAME.



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Access & Enforcement

- TIPS Training and Fake ID training for merchants
- Compliance checks for retailers
- Social Norms Campaign around underage drinking, social host law and marijuana use
- Drug Take Back Days
- Proactive in addressing stronger regulations on areas of concerns that impact youth

Education & Outreach

- Education & Outreach
- Third Annual MPC 9th Grade Underage Drinking Forums
- Third Annual Senior University
- Sticker Shock Campaigns
- Alcohol EDU for High School
- Speakers and programs
- Community-wide events

SUBSTANCE ABUSE WILL TAKE YOU OUT OF THE GAME



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IF YOU LIVE POSITIVELY, YOUR FRIENDS WILL FOLLOW.



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Accomplishments

- The MPC 9th Grade Underage Drinking Forum has reached over 3000 students and their parents
- Compliance checks of town merchants have been conducted in town for the first time in 6 years
- The social norms campaign has resulted in an increased interest in the work that we do
- The MPC has exceeded its goal of reducing underage drinking by 5% in over five years.



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Since its formation in 2010, MPC has strived to build a sustainable coalition of invested community partners. Many of MPC'S educational efforts have been integrated into the schools' curricula, and through training and skill-development, community capacity has been expanded. MPC members will continue to search for the resources needed to continue and sustain the progress that has been made through the Best Practices Initiative funding.

www.MilfordPrevention.org